

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
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July 24, 1997

RJR Account #332400

Mr. F. Kowalski  
KEYCO DISTRIBUTING

## SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Frank:

Winston regular product has been ordered (see quantities listed below), as well as 18 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11906	Light Box	6M	1
12300-11212	Full Flavor Box	12M	1

<u>Product / Premium Arrival:</u>	<u>August 11, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: August 25, 1997</u>
<u>SKU CUBE:</u>	1.7150
<u>SKU WT (w/o Product):</u>	6.6200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	\$N/A
<u>Non-EFT \$ Amount:</u>	\$1,078.86

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B2GFP

KEYCO DISTRIBUTING

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (1.25 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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# Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.  
Get 2  
lighters

FREE with  
2-pack purchase



PRINTED IN USA

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 13

DATE: 97-06-30

TIME: 09:17 AM

WHOLESALER : 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
 TEMPLATE SEQ : 0013  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	1		29160	(717)683-5737		
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	2			(717)675-2811		
162208	162220	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	1			(717)693-3395		
162208		247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	1			(717)675-8411		
162208	162222	380071	WILBURS COUNTRY STO	RR 2 BOX 60	FALLS	PA	18615	1			(717)388-6700		
162208	162220	502069	ELLIS BEER DISTRIBUTU	499-501 HAZLE STR	WILKES BARRE	PA	18702	1			(717)822-2166		
162208	162220	710268	WYCHOCKS BEVERAGE	730 W-B TWP BLVD	WILKES BARRE	PA	18702	1			(717)823-5729		
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1			(717)387-0710		
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	2		20055	(717)388-6558		
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	1			(717)829-8188		
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	1			(717)459-2414		
173806	173820	651406	WYCHOCKS MT TOP BEV	75 S MOUNTAIN BLV	MOUNTAIN TOP	PA	18707	2			(717)474-5577		
173806	173820	730081	MCADOO VARIETY	53 N KENNEDY DR	MCADOO	PA	18237	1			(717)929-1769		
173806	173820	183940	SHARPS NEWS INC	2 E RIDGE ST	LANSFORD	PA	18232	2		46270	(717)645-4616		

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 18

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

08/27/97

ACCOUNT NUMBER: 332400 KEYCO DIST., INC.  
VOUCHER NUMBER: 15367358 P.O. BOX 125  
DATE WRITTEN: 08/27/97 NANTICOKE , PA 18634  
STATUS: PAID  
AMOUNT PAID: 35.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.25	35.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / JMC

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